



WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

**Advertiser** Pol/Iss/NC Supreme Court Race (17043)  
**Agency** Innovative Advertising (2144)  
**Buyer** GUERRA, HEIDI  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
ph: (555) 555-5555

**Product** Political - Issue (1068)  
**Brand** 1023 NC SUPR CT (140418)  
**Acct Types** National/Political  
**Est/Headline** 1023/06392012

**Demo**  
**Revision**  
**Comments** NC SUPREME COURT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**Invoice** 654108  
**Inv Date** 11/25/2012  
**Terms** Net 30  
**Contract** 338480  
**Bill Type** Standard  
**Period** 10/29/2012 - 11/25/2012

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 11/27/2012 2:07:09PM

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

AgM

Charlotte (WSOC)

## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
10.0	Spot	8:00:00PM-10:00:00PM	Day, M-1	10/29/12 8:22PM (Mo)	00:30	Dancing With The Stars	NCSC001BANJO2	\$9000.00	
11.0	Spot	8:00:00PM- 9:00:00PM	Day, Tu-1	10/30/12 8:24PM (Tu)	00:30	DANCING WITH THE STARS RESULTS SHOW	NCS001NOISEH	\$9000.00	
12.0	Spot	10:00:00PM-11:00:00PM	Day, Tu-1	10/30/12 10:49PM (Tu)	00:30	Private Practice	NCS001NOISEH	\$7500.00	
20.0	Spot	4:30:00AM- 4:59:00AM	Per week (1), Mo	10/29/12 4:43AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 4:30AM M-F	NCSC001BANJO2	\$875.00	
21.0	Spot	5:00:00AM- 5:30:00AM	Per week (1), Mo	10/29/12 5:14AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$850.00	
22.0	Spot	5:30:00AM- 6:00:00AM	Per week (1), Mo	10/29/12 5:44AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	NCSC001BANJO2	\$900.00	
23.0	Spot	8:00:00AM- 9:00:00AM	Per week (1), Mo	10/29/12 8:55AM (Mo)	00:30	GOOD MORNING AMERICA M-F 8A-9A	NCSC001BANJO2	\$1600.00	
24.0	Spot	9:00:00AM-10:00:00AM	Per week (1), Mo	10/29/12 9:52AM (Mo)	00:30	LIVE! WITH KELLY	NCSC001BANJO2	\$600.00	
25.0	Spot	12:00:00PM- 1:00:00PM	Per week (1), Mo	10/29/12 12:25PM (Mo)	00:30	EYEWITNESS NEWS 12P	NCSC001BANJO2	\$850.00	
26.0	Spot	6:00:00PM- 6:30:00PM	Per week (1), Mo	10/29/12 6:22PM (Mo)	00:30	EYEWITNESS NEWS 6P	NCSC001BANJO2	\$1000.00	
27.0	Spot	7:00:00PM- 7:30:00PM	Per week (1), Mo	10/29/12 7:16PM (Mo)	00:30	INSIDE EDITION	NCSC001BANJO2	\$1000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$33,875.00
Commission	(\$5,081.25)
Net Total	\$28,793.75

Total Spots 11